



Marketing Specialist

Visit Annapolis & Anne Arundel County is seeking a skilled Marketing Specialist to join our marketing team. As a Marketing Specialist, you will be responsible for various tasks such as managing website content, coordinating traffic, and contributing to marketing and communication efforts. This position reports directly to the Director of Marketing & Communications.

Core Responsibilities:

- Maintain consumer and industry websites, ensuring content is current, engaging, accurate, and aligned with the brand.
- Efficiently manage and organize visual content digital asset management library.
- Coordinates various email newsletters, ensuring timely delivery and consistency.
- Oversee the coordination of inventory management of promotional items.
- Collaborate to create compelling tourism-focused content for short-form videos and stories.
- Assist with traffic management of sponsorship commitments and deliverables.
- Assist in data collection for monthly, quarterly, and annual marketing and sales reports.
- Assist with sourcing and researching content for press releases, blogs, and stories.
- Assist as needed with video and photo shoots, ensuring smooth execution.
- Assist Director with projects assigned through Project Management software (Smartsheet).
- Organize and assist with the filing of marketing files, and other administrative tasks.
- Research and develop engaging online content using industry best practices and Search Engine Optimization (SEO) to drive industry engagement.
- Assist with database management and manage the events portal in the CRM as assigned.
- Support Assistant of Director of Communications with social media monitoring to ensure a responsive online presence.
- Other duties as assigned.

Qualifications:

- Demonstrated track record of effectively concluding an internship or entry-level position within the realms of tourism marketing, public relations, or advertising.
- Demonstrated proficiency in utilizing various digital platforms and tools.
- Exceptional time management and organizational skills

Preferred Skills & Experience:

- Proficiency in or willingness to learn software and technology, including Microsoft Office, CRM/CMS (Simpleview), e-mail marketing software (Act-On), project management software (SmartSheet), and Data Asset Management Software (Crowdriff), among others.
- Proficiency in content creation on digital/social platforms such as TikTok, Instagram Reels, YouTube shorts, etc..
- Working knowledge of Meta and Google Analytics (GA4).
- Working knowledge of Annapolis and Anne Arundel County tourism and hospitality assets.

Salary & Benefits

This full-time, exempt entry-level position includes a generous benefits package, a hybrid schedule, and a competitive salary ranging from \$40,000 to \$50,000 based on experience.

To Apply:

Send a resume and cover letter to hr@visitannapolis.org, and indicate Marketing Specialist in the subject line.